

PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE

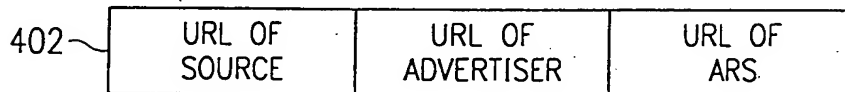


FIG. 4b

PATH C: SOURCE TO ADVERTISER



FIG. 4c

PATH D: ADVERTISER TO SOURCE

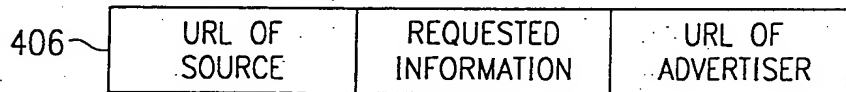


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

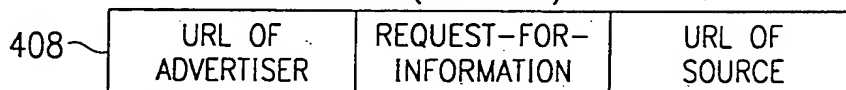


FIG. 4e

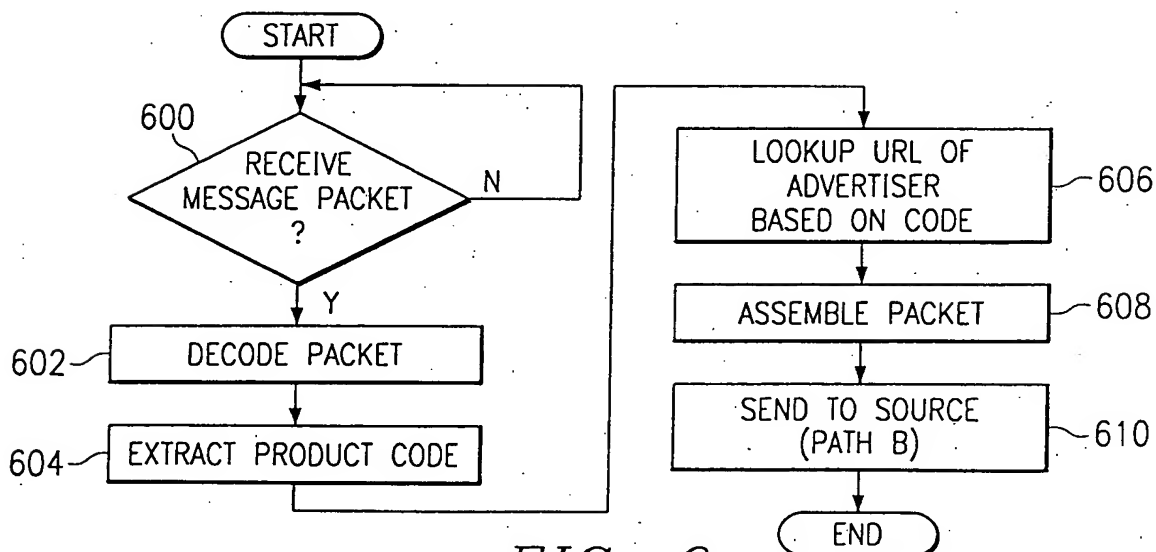


FIG. 6

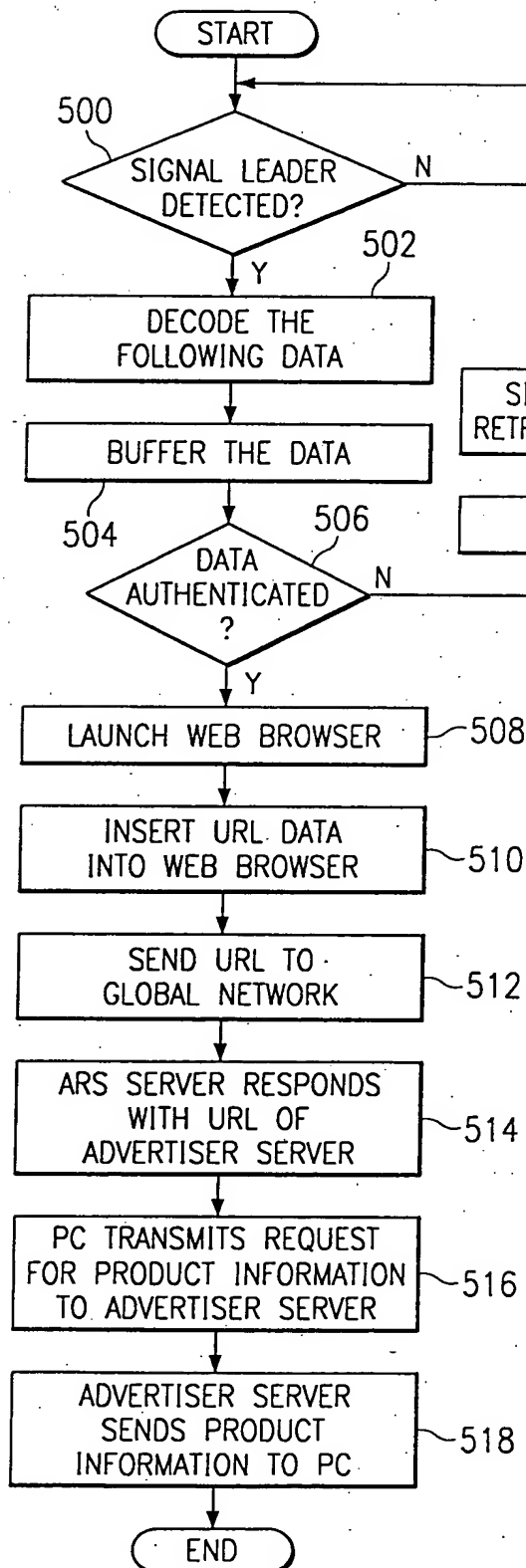


FIG. 5

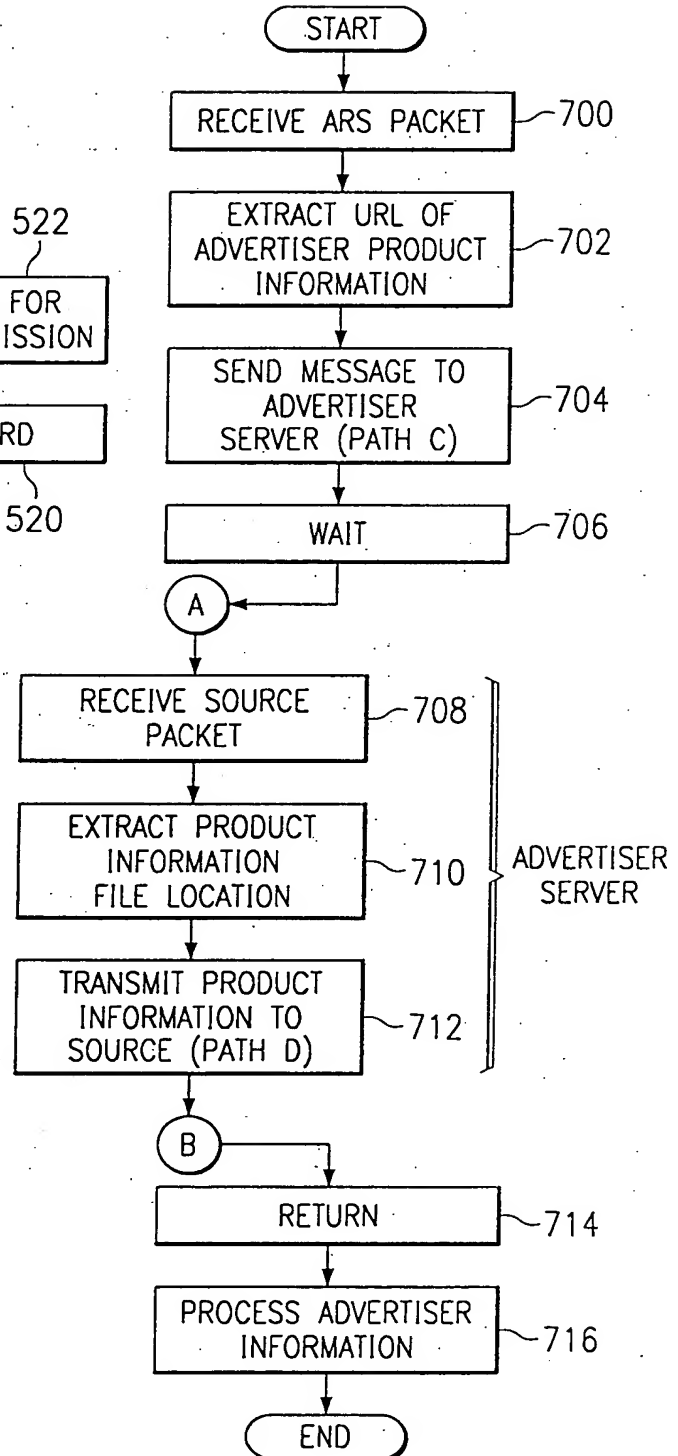


FIG. 7

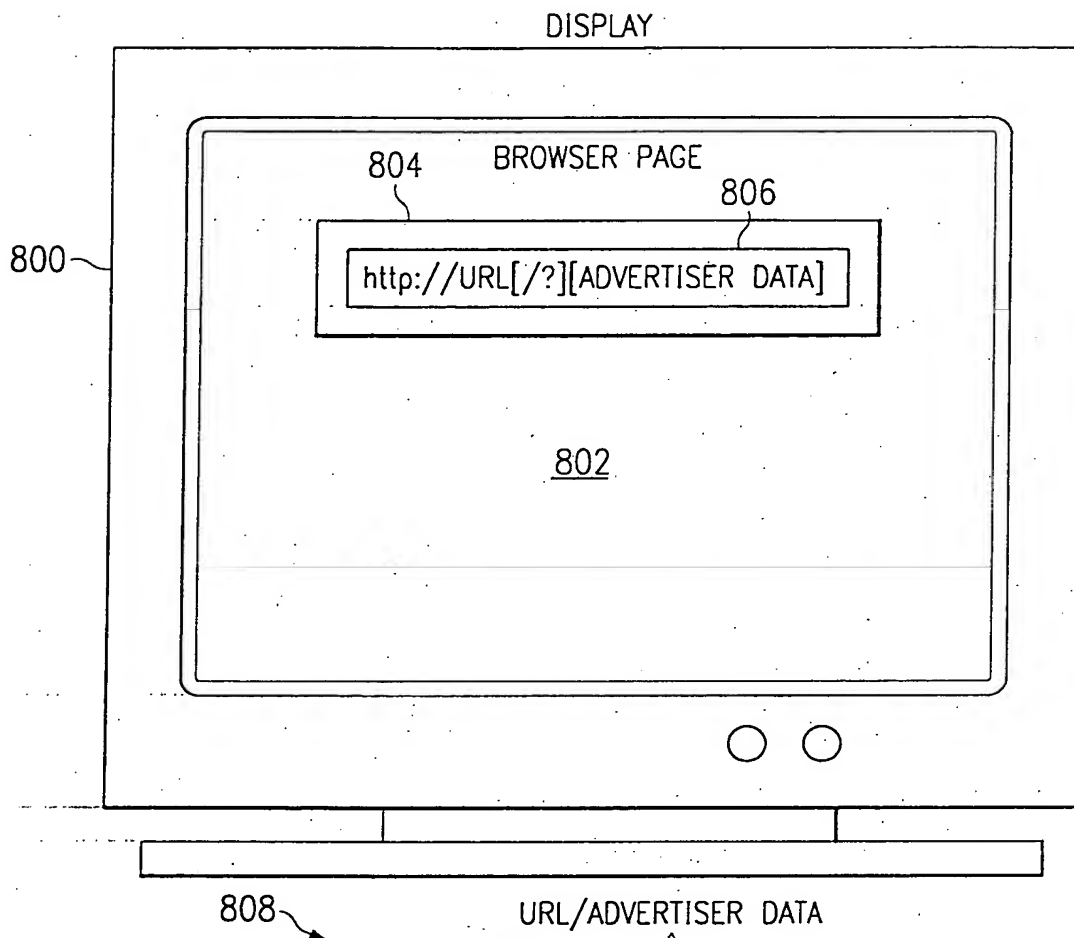


FIG. 8

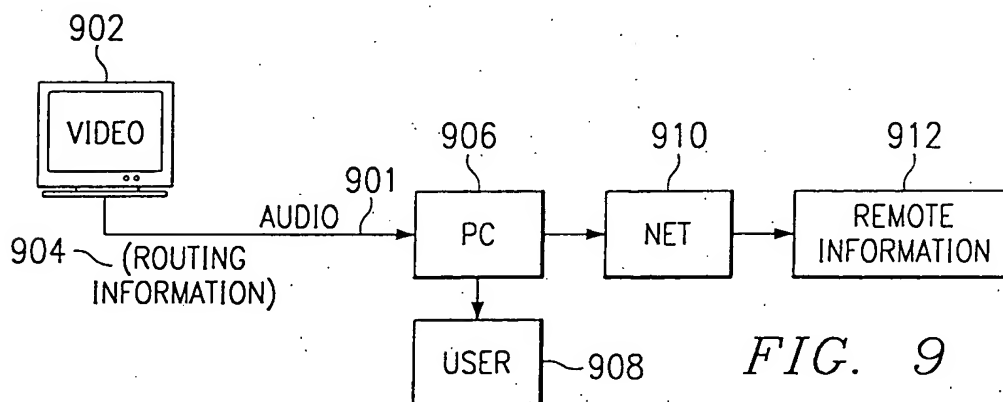
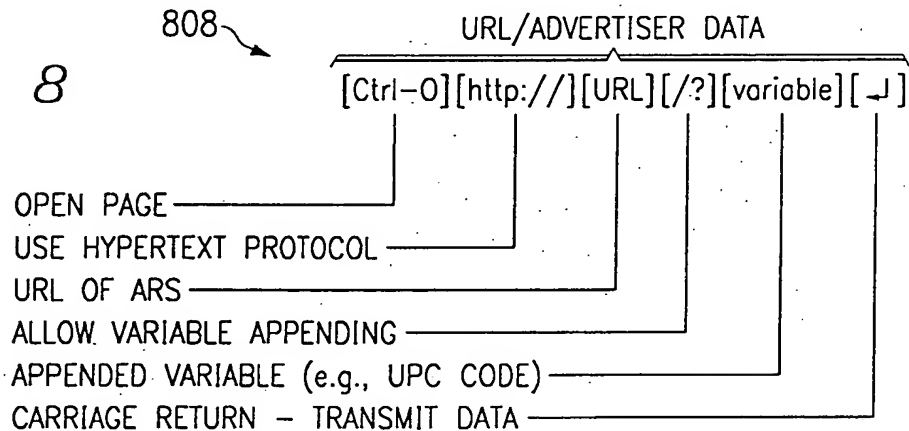
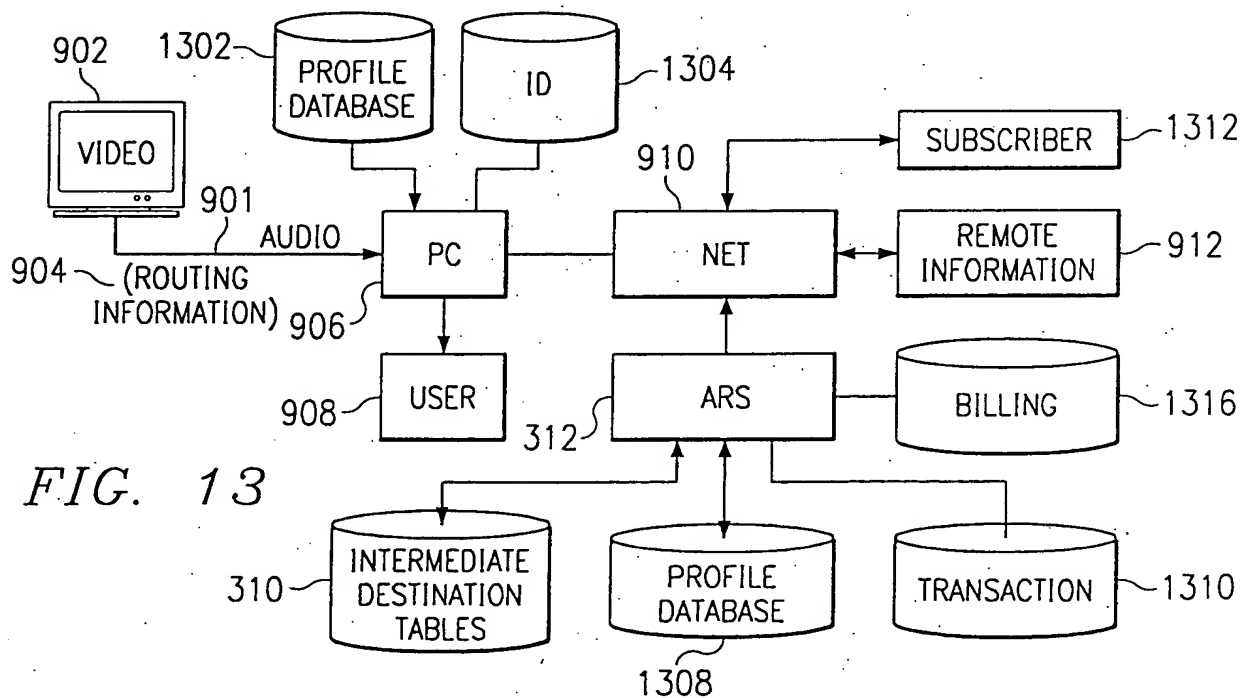
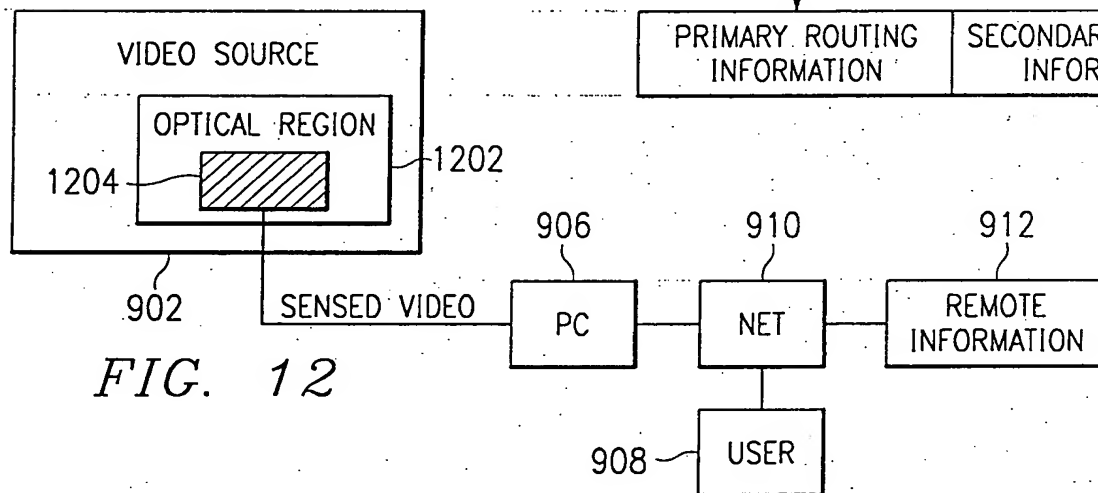
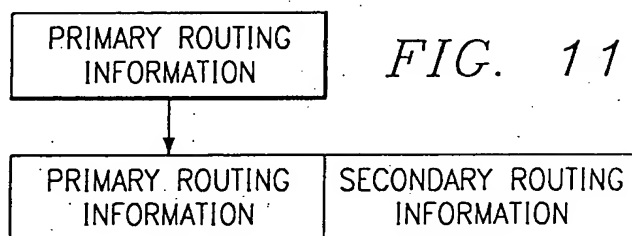
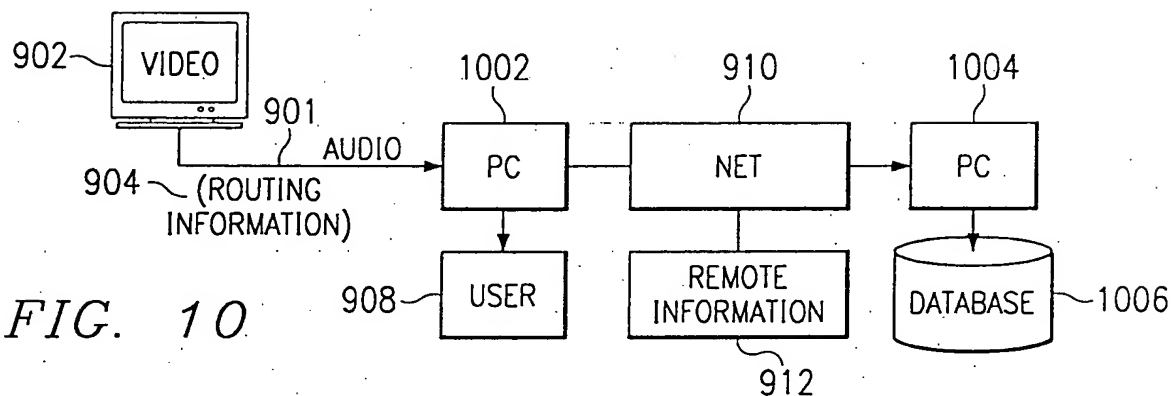


FIG. 9



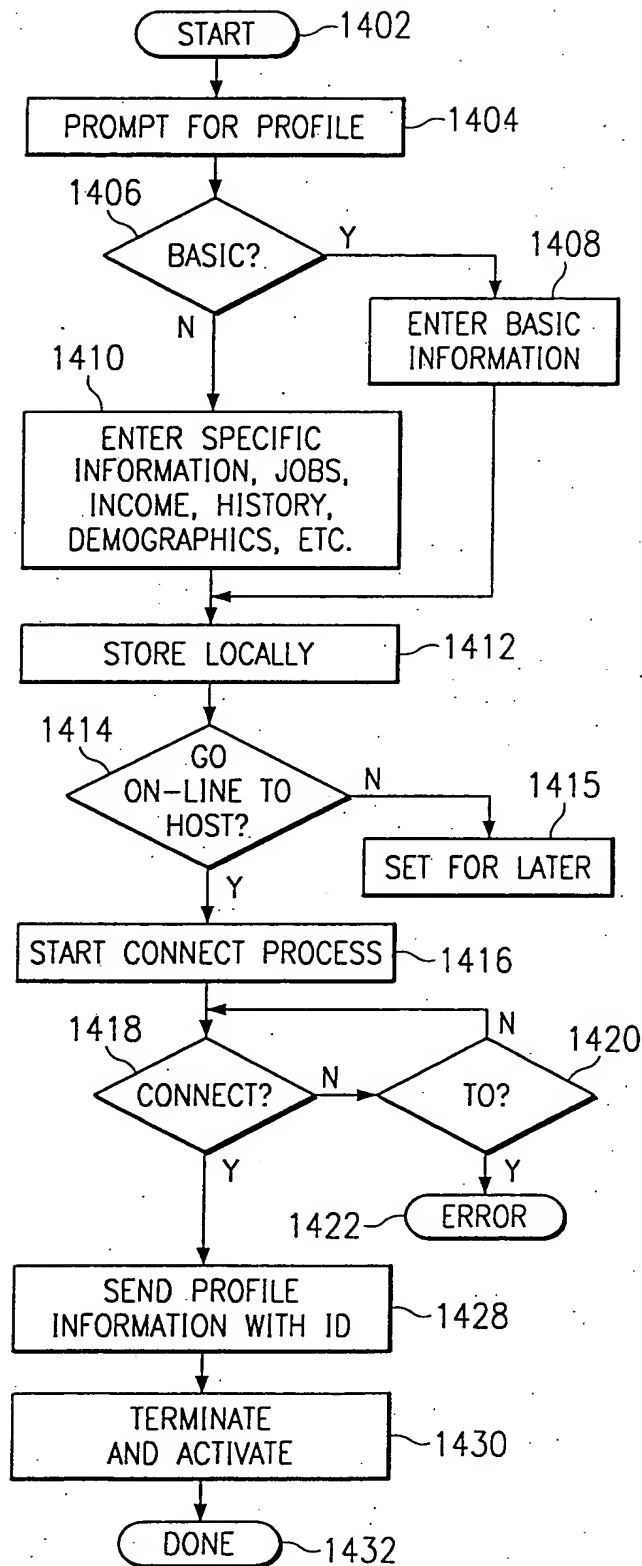


FIG. 14

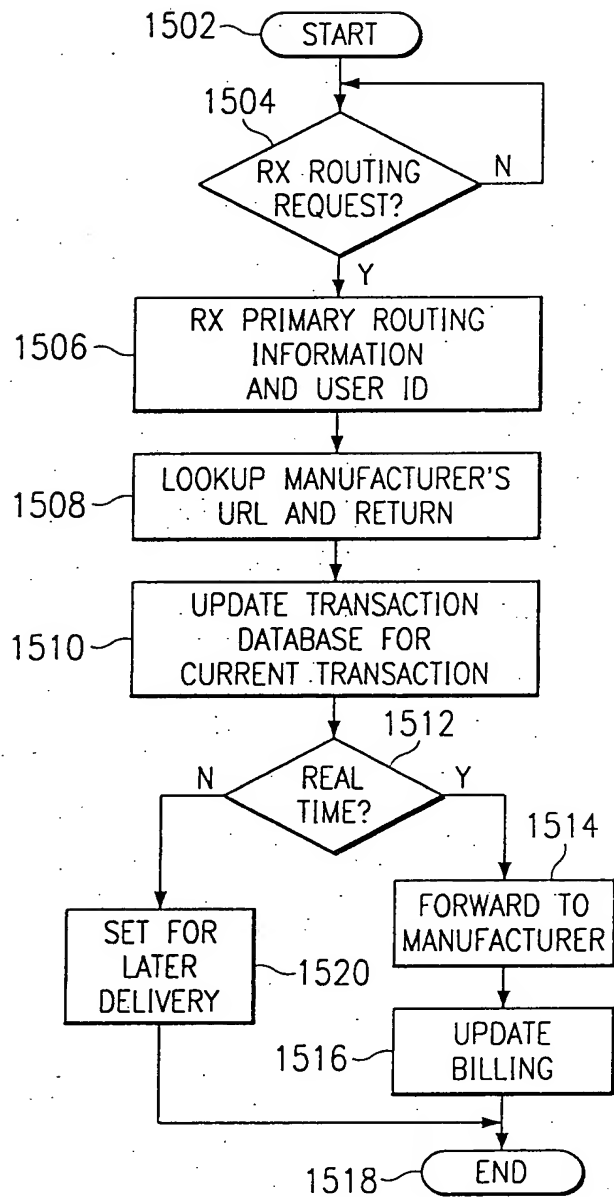


FIG. 15

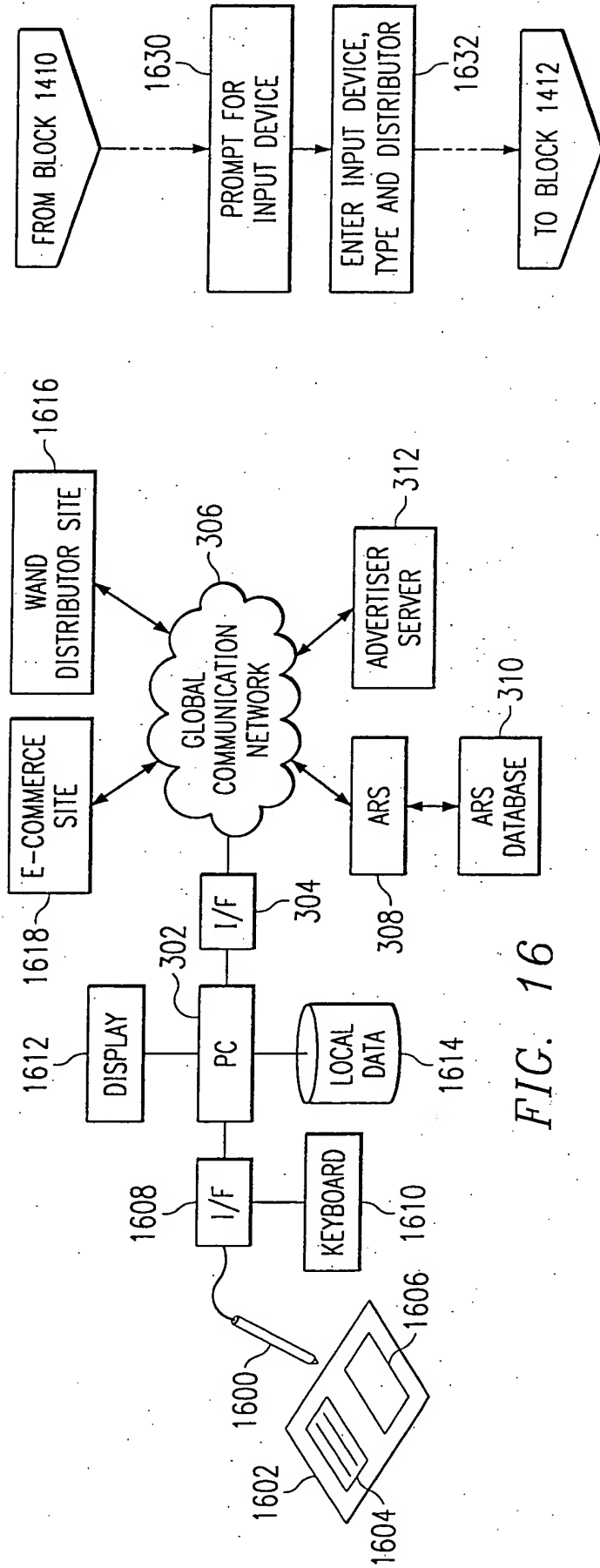
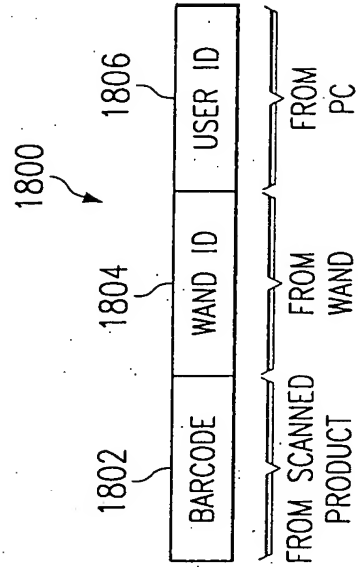
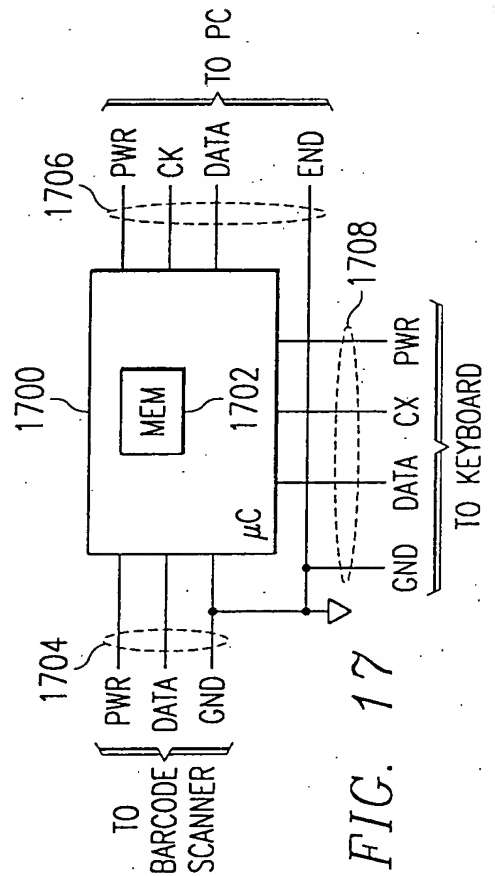
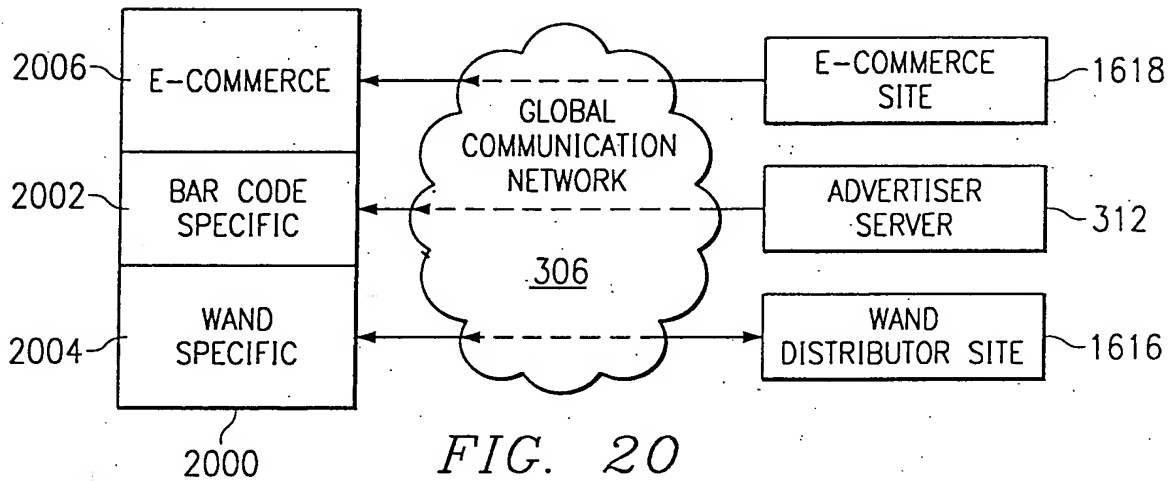
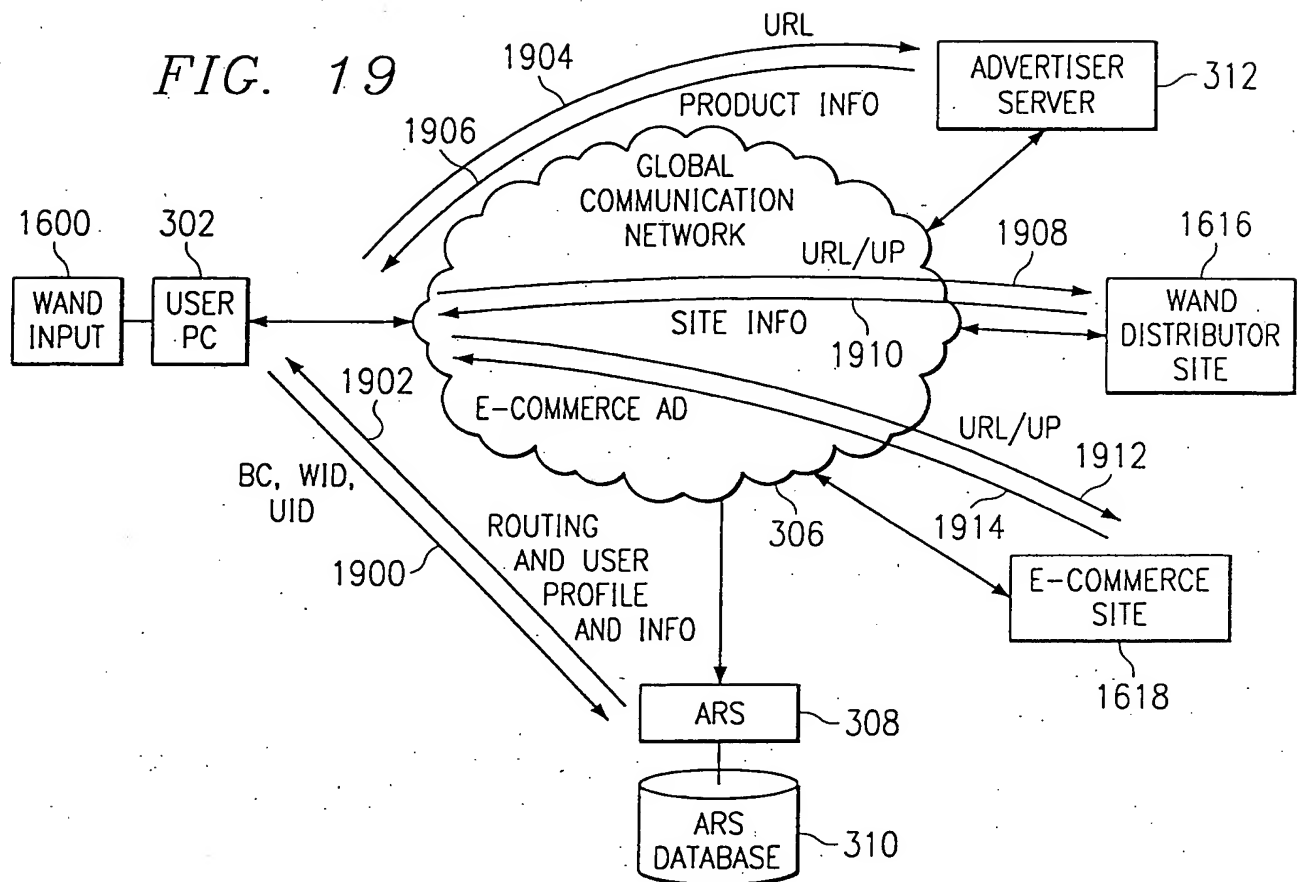


FIG. 16a





2102 PRODUCT		2104 WAND		2106 USER		2108 E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE	BC	INFO	

FIG. 21

2100

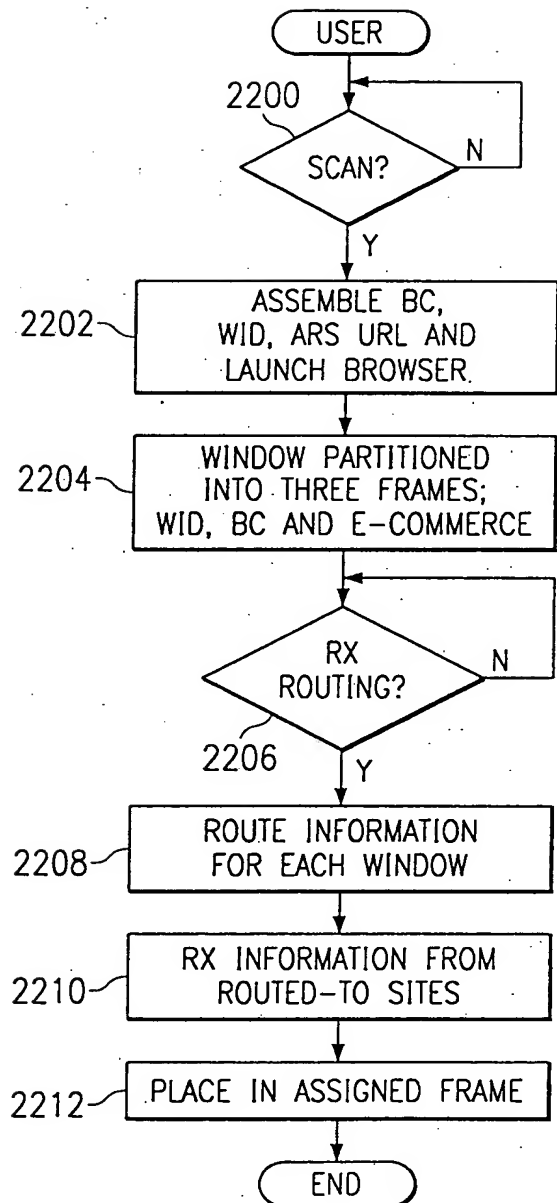


FIG. 22

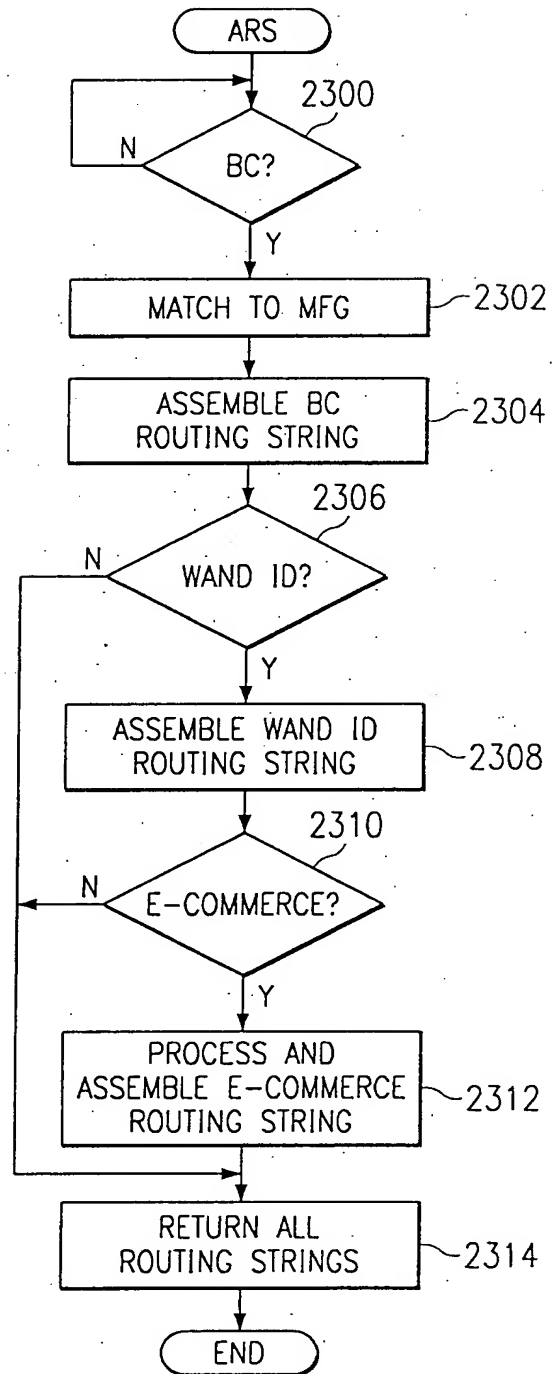


FIG. 23

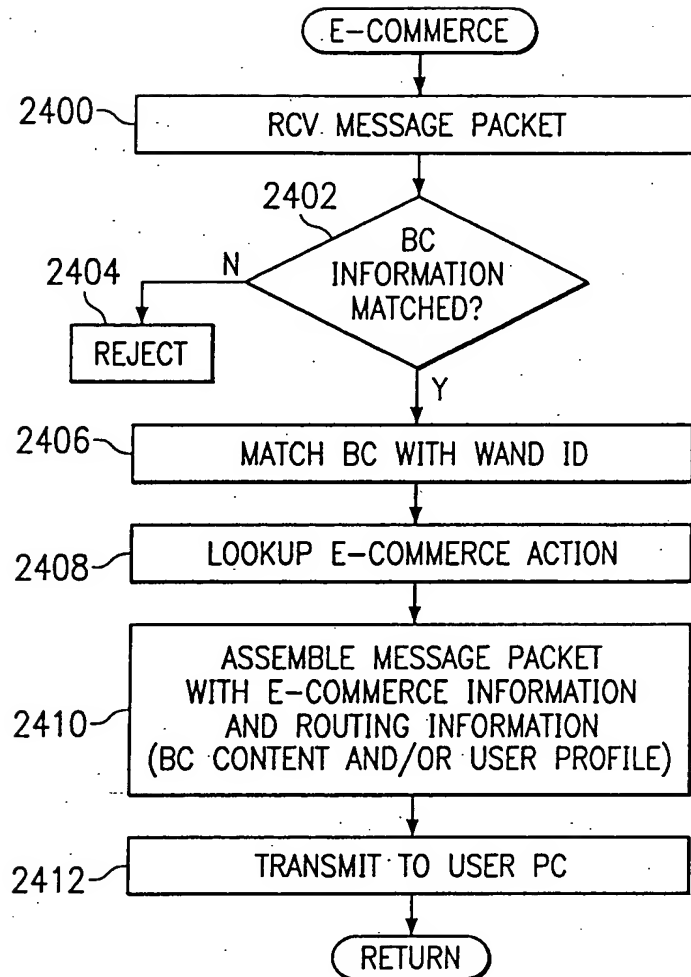


FIG. 24

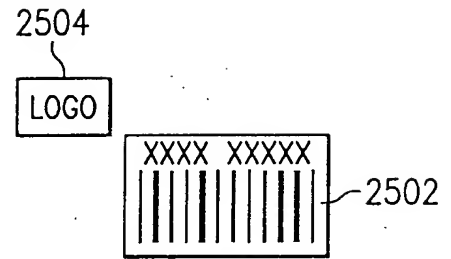


FIG. 25a

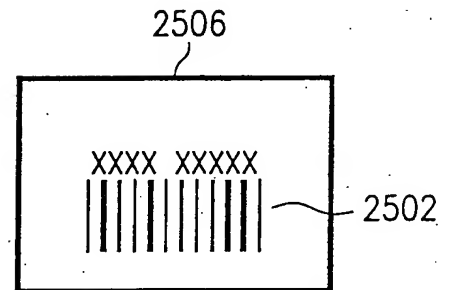


FIG. 25b

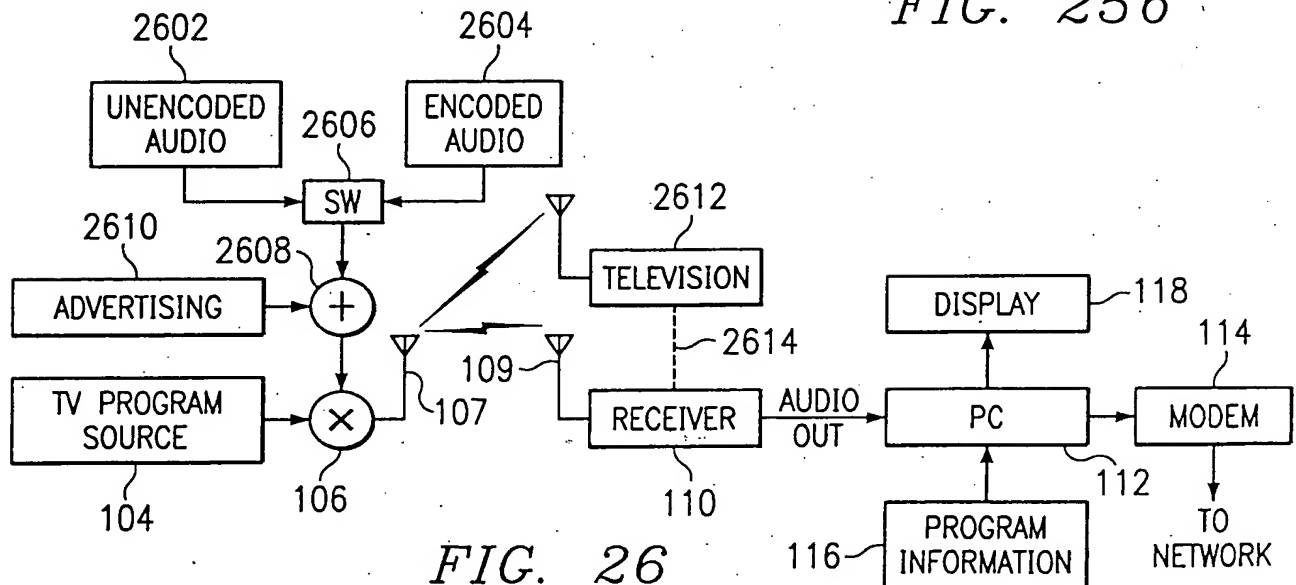


FIG. 26

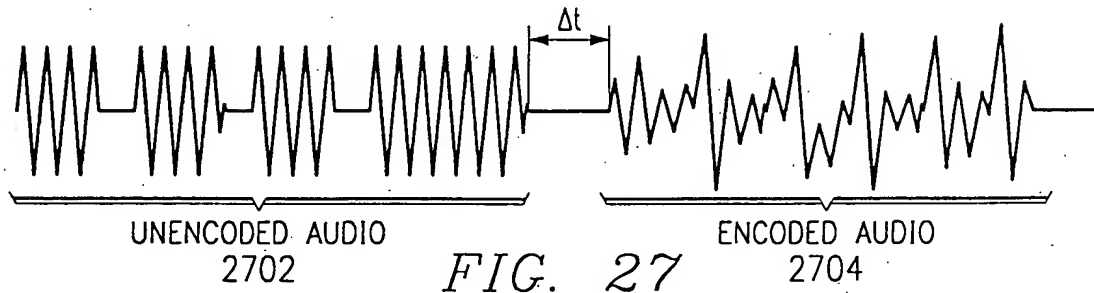


FIG. 27

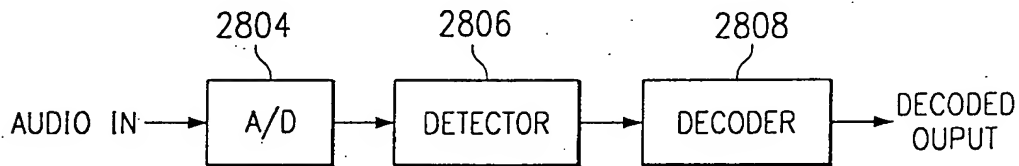


FIG. 28

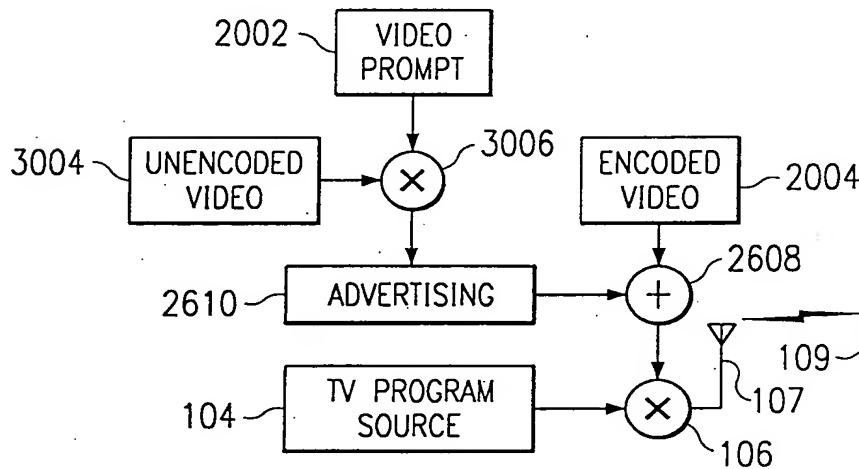


FIG. 30

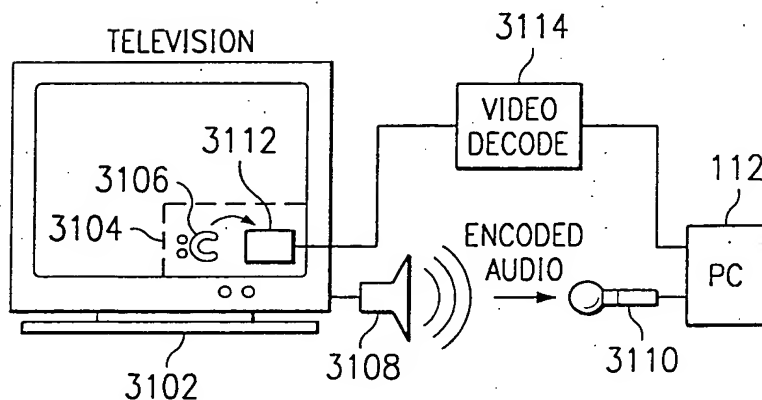


FIG. 31

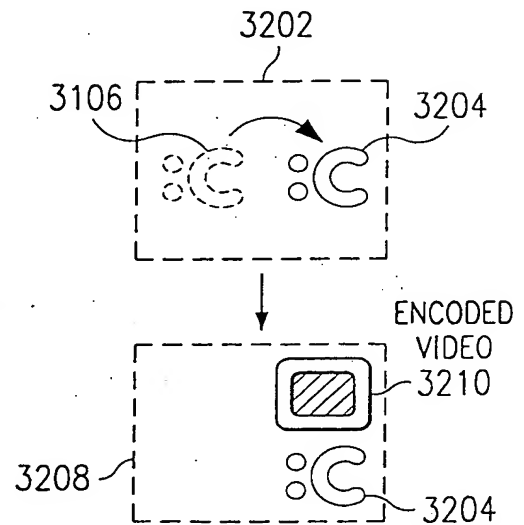


FIG. 32

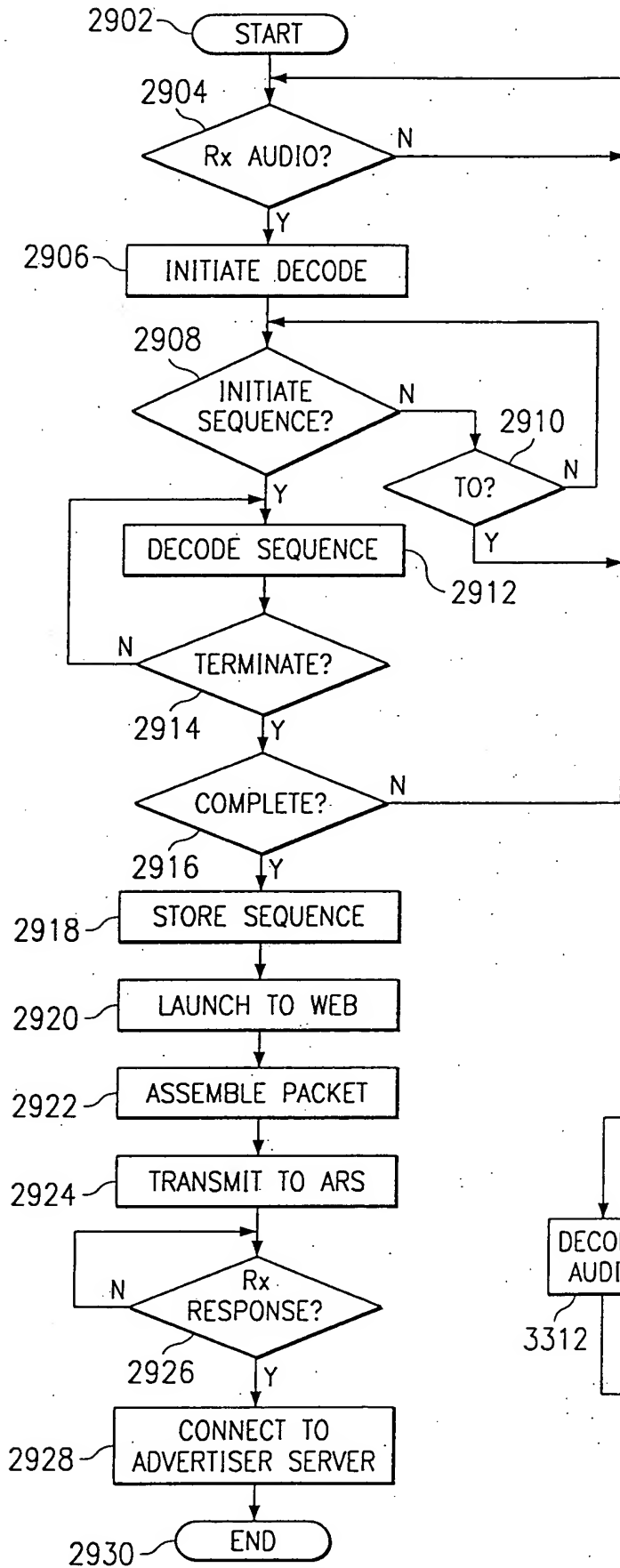


FIG. 29

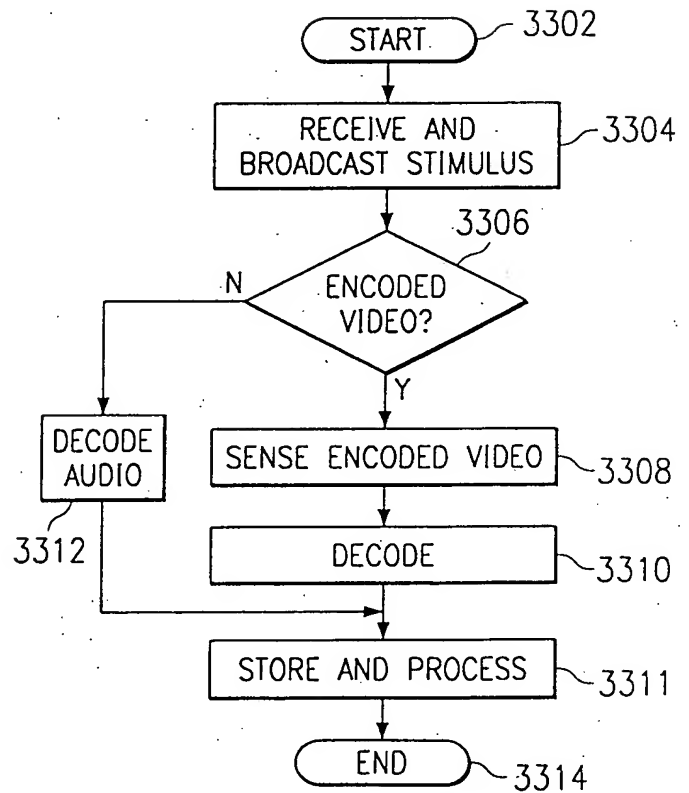


FIG. 33